CYLANCE

Messaging Guidelines

Overview

Our mission, which is to protect everyone under the sun, and our brand, which centers upon using artificial intelligence and machine learning to analyze the DNA of malware to stop it before it executes, provide the central theme for all communications. Each marketing or messaging deliverable should be based as much as possible on the foundation provided by our mission and our brand.

Support messaging can address particular product or service benefits and address the specific requirements of each deliverable's intended purpose and audience, but the mission and brand foundation should still be reflected in all final deliverables.

Cylance's communications style is clear and direct. A good example of this style is that we would rather write *Cylance secures endpoints* than write *Cylance provides the ability to secure endpoints*. We want to showcase the advanced technology upon which our products are based, but do so at a high level without diving too deep into technical jargon and in-depth details in our marketing materials. Our marketing communications should focus on the benefits clients experience from the use of our technology, and should use short sentences and simple language whenever possible.

Following our messaging guidelines ensures consistent and effective written communications across the Cylance brand. Publishers and organizations tend to use a particular stylebook or reference manual as the basis for their editorial guidelines, which outline the use of grammar, punctuation, and style to achieve consistency in communications and messaging.

Cylance has based our messaging guidelines on the Associated Press Stylebook, though we have created Cylance-specific exceptions, which are outlined herein. When in doubt, or when not provided in this guide, defer to the AP Stylebook.

Word Styles and Rules

Please adhere to the following styles and rules in concert with the AP Stylebook when creating Cylance content. Please note that all words that appear in lowercase can start with a capitalized letter when called for in a header, sub-header, or at the beginning of a sentence.

%
When citing a percentage, always use the *%* symbol, as in *99%*, never *99 percent*.

&
Only use an ampersand in headlines and sub-headers if necessary for spacing. Never use it in body copy.

+
The plus symbol should not be used in copy for any reason other than noting addition in math.

‘ ’, “ ”
See *quotations*.

a continually improving decision-making engine
This is a common phrase used to describe Cylance’s engine. It should always appear as above.

addresses
U.S. addresses should be limited to the three-line physical mailing address and should spell out any directional prefaces such as *North* or *West* in street names as well as spell out completely the type of street such as *Road* or *Boulevard*. *Suite* should always be spelled out entirely, though the *#* and *Apt.* abbreviations are acceptable. When citing the U.S. state in the address, it should be the two-letter approved U.S. Postal Service state abbreviation, though when written in body copy and not as part of an address, the full name of the state should be spelled out entirely and not abbreviated. Please see the example of a three-line address below:
Cylance Inc.
18201 Von Karman Avenue, Suite 700
Irvine, CA 92612
When it is necessary to place an address entirely on a single line, each line in the three-line address should be separated by a comma:
Cylance Inc., 18201 Von Karman Avenue, Suite 700, Irvine, CA 92612

Adobe®
Must appear exactly as above in the first reference in any document. The *Adobe* name can appear without the registered trademark symbol in subsequent references in the same document.

adware
Always appears in lowercase as a single word.

AI and ML based
Always appears as above without a hyphen.

AI based
Always appears as above without a hyphen.

AI driven
Always appears as above without a hyphen.

AI powered
Always appears as above without a hyphen.

all-or-nothing approach
Usually used to describe an antivirus approach where either all files are allowed to run or no files are allowed to run, this term should appear exactly as above.

anti-malware
Always appears with a hyphen. *Anti-malware* does appear on occasion without the hyphen in common use outside of Cylance, but we have chosen to use the hyphenated version.

anti-spyware
Always appears with a hyphen. *Anti-spyware* does appear on occasion without the hyphen in common use outside of Cylance, but we have chosen to use the hyphenated version.

antivirus
Always appears *without* a hyphen. *Antivirus* does appear on occasion with a hyphen in common use outside of Cylance, but we have chosen to use the non-hyphenated version.

artificial intelligence
Always appears in lower case, even when indicating the use of an abbreviation, as in *artificial intelligence (AI)*. The only exception to this rule is when the term follows the company name, as in *Cylance Artificial Intelligence*.

artificial intelligence and machine learning
When citing both terms together, they should always appear as above.

artificial intelligence and machine learning based
Always appears in lower case without a hyphen between *learning* and *based*.

artificial intelligence based
Always appears in lower case without a hyphen between *intelligence* and *based*.

artificial intelligence driven
Always appears in lower case without a hyphen between i*ntelligence* and *driven*.

artificial intelligence powered
Always appears in lower case without a hyphen between *intelligence* and *powered*.

at the forefront vs. on the forefront
Cylance is *at* the forefront of technology, not *on* the forefront of technology.

B2B / B2C
The above are the approved acronyms for *business-to-business* and *business-to-consumer*.

backdoor
Always appears in lowercase as one word when referring to a software or system *backdoor*.

bitcoin / bitcoins
Always appears in lowercase as one word. The currency is called *bitcoin*, is lowercase like the word *dollar*, and follows the same pluralization rule: singular is *bitcoin* and plural is *bitcoins*.

black-box testing
Always appears in lower case with *black-box* hyphenated.

blacklist / blacklisting
Always appears in lower case as one word.

book titles
All book titles should be italicized. Book titles should also be underlined when the book title is linked to more information about the book.

breakout session
Should always appear as above.

built-in
Should always appear as above when preceeding a feature that is being described as part of a Cylance product or service, as in *built-in dynamic threat detection*, or *built-in response capabilities*.

bylined articles
Should always appear as above.

capitalization
Capitalization should be limited to only the following:
- The first word at the beginning of a sentence
- Proper nouns
- Words that are part of a headline or subhead (see *title case*)
- I
- Months and days of the week

Capitalization should not be used for emphasis, and industry and company terms should not be capialized unless they are actual proper nouns. Special care should be given to ensure capitalization is consitent throught each document.

case-by-case basis
Should always appear as above.

check in / check-in
Check in is two words without a hyphen when referring to the act of checking in. It is only hyphenated when describing something related to check-in such as *airport check-in* or a *check-in desk*.

client-side
Appears in this hyphenated form when describing the following word, as in c*lient-side applications*.

Cloud vs. cloud
When used as a proper noun or the subject of a sentence, *Cloud* is capitalized, as in *Teaching from the Cloud has been a viable alternative to purchasing expensive software*. If used as an adjective, *cloud* is not capitalized, as in *Teachers are finding innovative ways to use cloud technologies in the classroom*.

coast-to-coast
Always appears as above with two hyphens.

cobranding
Alwaysa appears in lowercase as one word.

comma usage
Cylance adheres to the use of Oxford commas on all occasions, the exeption being when the use changes the meaning or flow of the sentence.

combatting
Should always appear with two ts.

company-wide
Always appears in lowercase with a hyphen. While technically not a word, this term is becoming more widely used, but should always appear in this format — never as *company wide* or c*ompanywide*.

copyright notation
Should appear as follows with the correct year the item was produced: *© 2017 Cylance Inc.*

coworker / coworkers
Always appears in lowercase as one word without a hyphen.

CryptoFortress
Always appears as a single word with capitalized *C* and *F*.

CryptoLocker
Always appears as a single word with capitalized *C* and *L*.

Cryptowall
Always appears with capitalized *C* and lowercase *w*.

currency
When citing currency in the millions, billions, and trillions, use the currency symbol followed by a number, as in *$12 million*, but *do not* spell it out entirely as in *12 million dollars*. This also applies to billions, trillions, and so on. *$12M*, *$12B*, *$12T*, etc., are acceptable abbreviations for headlines, graphics, and other artwork, but should not appear in body copy. *$12MM*, *$12BB*, *$12TT*, etc., are not an acceptable abbreviations.

cutting-edge
Should appear in lowercase with a hyphen when preceding what the word is describing, as in c*utting-edge technology*.

cyberattack / cyberattackers
Always appears in lowercase as one word.

cybercrime / cybercriminals
Always appears in lowercase as one word.

cyber challenge
Always appears in lowercase as two words.

cybercriminal
Always appears in lowercase as one word.

cyberdefense
Always appears in lowercase as one word.

cyber espionage
Always appears in lowercase as two words.

cyber event
Always appears in lowercase as two words.

cyberextortion
Always appears in lowercase as one word.

cyber incident
Always appears in lowercase as two words.

cyberintrusion
Always appears in lowercase as one word.

cyberpolicy
Always appears in lowercase as one word.

cyber policy and protection
Always appears as above in lowercase.

cyberprevention
Always appears in lowercase as one word.

cyberprotection
Always appears in lowercase as one word.

cyber risk
Always appears in lowercase as two words.

cyber resource
Always appears in lowercase as two words.

cybersecurity
Always appears in lowercase as one word.

cyberspace
Always appears in lowercase as one word.

cyberteams
Always appears in lowercase as one word.

cybertech
Always appears in lowercase as one word.

cybertheft
Always appears in lowercase as one word.

cyberthief / cyberthieves
Always appears in lowercase as one word.

cyberthreat
Always appears in lowercase as one word.

cyber vulnerabilities
Always appears in lowercase as two words.

cyberwar / cyberwarfare
Always appears in lowercase as one word.

cyberweapon
Always appears in lowercase as one word.

Cylance®
Must appear exactly as above in its first reference in any document. The term can appear without the registered trademark symbol in subsequent references throughout the same document. Always write

Cylance in plain text rather than embedding the logo into text.

CylanceAPI™
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document

Cylance Artificial Intelligence
Should always appear as above.

Cylance Consulting Services
Should always appear as above.

Cylance Inc.
This is the official registered name of the corporation. Please note there *is not* a comma in this version of the company name. Please *do not* use a comma under any circumstance.

Cylance vs. CylancePROTECT
It is important to remember when writing about Cylance and the company's products and services, such as CylancePROTECT, CylanceOPTICS, or ThreatZERO, that *Cylance* as a term should refer solely to the company. Each individual product or service, and the duties and roles each performs in providing cybersecurity solutions, should be cited using their correct product or service name, and not referred to as *Cylance* under any circumstance. Often, writers will refer to the product as *Cylance*, as in *Cylance scans endpoints for malware*, which is actually incorrect. Our product, *CylancePROTECT* is what scans endpoints for malware. Be sure when writing about Cylance and our products and services that *Cylance* only refers to the company and each product or service name, such as *CylancePROTECT*, *CylanceOPTICS*, or *ThreatZERO*, is used when referring to the duties and roles performed by the product or service.

CylanceINFINTY™
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document.

CylanceINFINTY™ ENGINE
This term has been changed to *Cylance OEM Engine. Please do not use this term any longer under any circumstances.*

Cylance MSSP Program
The name of this program should always be capitalized.

Cylance OEM Engine
Always appears as above.

Cylance Partner Program
The name of this program should always be capitalized.

Cylance Prevenion Platform™
Must appear exactly as above in its first reference in any document. The term can appear without the

trademark symbol in subsequent references throughout the same document.

CylanceOPTICS™
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document. Due to copyright issues, the name of the product must always appear as *CylanceOPTICS*, and never only as *OPTICS* or *Optics*.

CylancePROTECT®
Must appear exactly as above in its first reference in any document. The term can appear without the registered trademark symbol in subsequent references throughout the same document. Due to copyright issues, the name of the product must always appear as C*ylancePROTECT*, and never only as *PROTECT* or *Protect*.

CylancePROTECT with OPTICS
This term has been changed to *CylanceOPTICS*. *Please do not use this term any longer under any circumstances.*

CylanceV™
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document.

data set
Always appears in lowercase as two words.

data sheet
Always appears in lowercase as two words.

dates - Europe
Full date: *25th February 2015*
Month and year: *2015 February* - no comma and no *of* between the month and year.
Full date or month and year when used in a sentence: When used in a sentence and followed by copy, there should be a comma after the year, as in *The report issued on 25th February 2015, was inconclusive* or *The report issued in 2015 February, was inconclusive*. One exception to this comma rule will be when two dates are being joined with *to*, *through*, *until*, or other joining word, as in *1st February 2017 to 30th June 2017* or *1st February 2017 through 30th June 2017*. A second exception will be when the date is followed by a time or location, such as in *Join Cylance on 21st March 2017 at 11:00* or *Join Cylance on 21st March 2017 at the RSA Conference*.
Month and day: *25th February* - Only this variant of the month and day is acceptable when not showing the year. *25 February* is not acceptable. If the year follows, then only *25th February 2015*, is acceptable.
Full date (multiple days): *25th to 28th February 2015* - Multiple days should appear in this format, both standing alone and in a sentence. When used in a sentence, *25th to 28th February 2015*, should be followed by a comma unless followed by one of the exceptions outlined above.
Month and day (multiple days): *25th to 28th February* is the only format acceptable. *25th - 28th February* and *25 to 28 February* are not acceptable. If the year follows, then only *25th to 28th February 2015*, is acceptable. No other variants are acceptable when showing the year.
Citing multiple months within a year: Should only appear with the two months and one mention of the

year as in *from March to September 2015* or *between March and September 2015*.
Citing multiple months in more than one year: Should only appear with the month and year grouped together for each of the start and end times, as in *from 2015 March to 2016 September* or *between 2015 March and 2016 September*.
No Superscript: Dates should appear in all regular font style as in *25th*, and *not* in superscript as in *25th*.

dates - U.S.
Full date: F*ebruary 25, 2015* - Numeral should only be digits in this case, never *February 25th, 2015*.
Month and year: *February 2015* - no comma and no *of* between the month and year.
Full date or month and year when used in a sentence: When used in a sentence and followed by copy, there should be a comma after the year, as in *The report issued on February 25, 2015, was inconclusive* or *The report issued in February 2015, was inconclusive*. One exception to this comma rule will be when two dates are being joined with *to*, *through*, *until*, or other joining word, as in *February 1, 2017 to June 30, 2017* or *February 1, 2017 through June 30, 2017*. A second exception will be when the date is followed by a time or location, such as in *Join Cylance on March 21, 2017 at 11:00 AM* or *Join Cylance on March 21, 2017 at the RSA Conference*.
Month and day: *February 25th* - Only this variant of the month and day is acceptable when not showing the year. *February 25* is not acceptable. If the year follows, then only *February 25, 2015*, is acceptable. *February 25th, 2015*, is not acceptable.
Full date (multiple days): *February 25 - 28, 2015* - Multiple days should appear in this format, both standing alone and in a sentence. When used in a sentence, *February 25 - 28, 2015*, should be followed by a comma unless followed by one of the exceptions outlined above.
Month and day (multiple days): , *February 25th - 28th*, or *February 25th to 28th* are the only two variants that are acceptable. *February 25 - 28* and *February 25 to 28* are not acceptable. If the year follows, then only *February 25 - 28, 2015*, is acceptable. No other variants are acceptable when showing the year.
Citing multiple months within a year: Should only appear with the two months and one mention of the year as in *from March to September 2015* or *between March and September 2015*.
Citing multiple months in more than one year: Should only appear with the month and year grouped together for each of the start and end times, as in *from March 2015 to September 2016* or *between March 2015 and September 2016*.
No Superscript: Dates should appear in all regular font style as in *25th*, and *not* in superscript as in *25th*.

decision maker
Always appears in lowercase as two words.

decision making vs. decision-making
Should appear without the hyphen when describing the process of making a decision, but should appear with the hyphen when describing the following word as in *decision-making process*.

decrypt / decryption
Always appears in lowercase without a hyphen.

defense-in-depth strategy
Always appears in lowercase with hyphens.

denial-of-service attack / DDoS
Always appears in lowercase with hyphens. The approved acronym is *DDoS*.

drive-by download
Referring to unintended download of software from the Internet, should appear exactly as above.

dual-core processor
Always appears in lowercase with *dual-core* hyphenated.

email
Always appears in lowercase as one word.

employer-sponsored
Always appears hyphenated when describing the following word, as in *employer-sponsored benefits*.

ENABLE Training
Always appears as above.

endpoint
Always appears in lowercase as one word.

end-user
Always appears in lowercase with a hyphen.

ENGAGE Training
Always appears as above.

enterprise-wide
Always appears in lowercase with a hyphen. While technically not a word, this term is becoming more widely used, but should always appear in this format — never as *enterprise wide* or *enterprisewide*.

EternalBlue
Should always appear as above.

fileless
Always appears in lowecase as one word.

FireEye™
Always appears as above in its first reference in a document, then can appear without the trademark symbol in subsequent references.

follow-up
Always appears in lowercase with a hyphen.

foothold
Always appears in lowecase as one word.

forward slash usage and spacing
Usage of the / symbol within copy will be based upon context. When the / is acting as an *and* or *or* with a one-word descriptor, there will be no spacing. For example, as in *vulnerable host/IP* where its usage shortens *vulnerable host and/or vulnerable IP*. When the / symbol is used to separate multiple items or ideas, it will be separated with a space. For example, as in *artificial intelligence / machine learning / mathematical models*.

founding statement
Should always appear as follows: *Cylance was founded in June 2012 in Irvine, California by Stuart McClure, former Worldwide CTO of McAfee, and Ryan Permeh, former Chief Scientist of McAfee.*

full-time employee
Always appears in lowercase with a hyphen.

go-to-market
Always appears in lowercase with hyphens.

gray vs. grey
We will use the American English spelling of *gray* in all *U.S.* Cylance materials.

GTM
Approved acronym for *go-to-market*.

hacker
The term *hacker* should not be used to describe an attacker or adversary in Cylance messaging. It is commonly viewed that the *hacker* is now the good guy fighting against the *attacker*, *adversary*, or *bad actor*.

healthcare
Always appears as in lowercase as one word.

health check
Always appears as two words. Will appear in lowercase when referred to generically as in *Cylance conducted a health check*. It will appear capitalized when following a specific Cylance offering as in *ThreatZERO Health Check*.

homepage
Always appears in lowercase as one word.

home-user
Always appears in lowercase with a hyphen.

hyphenated sentences
Hyphens used in sentences for emphasis or to break up thoughts should always be an em dash and should always have a space before and after, as in *You can send a birthday card — just be sure to send*

it on time.

hyphenated words
Hyphenated words should always appear with an en dash without spaces, as in *short-term*. Hyphenated words can be split at the ends of lines in body copy, but should not be split in headlines whenever possible. Both words in a hyphen grouping are capitalized in headlines, as in *Short-Term Disability*, but only the first word in a hyphen groupon is capitzlized in regular body copy, as in *Short-term disability*.

in real time
When describing what our products do in real time, real time appears without a hyphen. It should only be hyphenated when describing the following word as in, *real-time reporting*.

Internet
Always appears capitalized. While many outlets are starting to drop the capitalization, we will continue to use the capitalized version.

Internet of things / IoT
Always appears with Internet capitalized. *IoT* is the acceptable acronym.

job title acronyms
Standard acronyms within job titles will not have periods separating letters. For example: *CEO*, *CFO*, *CISO*, *SVP*, *EVP*, *VP*, *IT*, etc.

job titles
Preferred method when standing alone: *Name, Job Title, Company*. Accetable method when used inline in copy: *Name, Job Title at Company*.

keylogger
Should always appear in lowercase as one word.

kick off
Usually referring to the beginning of a project or start of something, will always appear in lowercase as two words without a hyphen.

knowledge base
Should always appear in lowercase as two words, unless following *Cylance* or *Cylance Support* as in *Cylance Knowledge Base* or *Cylance Support Knowledge Base*.

lightweight
Should appear in lowercase as one word when describing Cylance product features.

linked copy
All linked copy in any Cylance documents should be underlined.

little to no supervision
Always appears in lowercase without hyphens.

log in / logging in / logging in to
The verb form of *log in* should always appear as above in these formats with the proper spacing. The verb form of *log in* will be a fixed phrase, therefore always requiring a space between *log/logging* and *in*. Also, with the consideration that when *logging in to* a system, there is no physical act of entering into a physical entity, *in to* will always have a space as well.

login
The noun, *login*, always appears in lowercase as one word when referencing a computer or other login or login information.

long-term
Appears in lowercase with a hyphen when describing the following word as in *long-term disability*.

Mac®
Must appear exactly as above in the first reference in any document. The Mac name can appear without the registered trademark symbol in subsequent references in the same document.

machine based learning
Always appears in lowercase without hyphens.

machine learning based
Always appears in lowercase without hyphens.

machine learning driven
Always appears in lowercase without hyphens.

machine learning powered
Always appears in lowercase without hyphens.

magazine titles
Magazine titles are capitalized and italicized as in *Harper's Magazine*, but the word *magazine* is lowercase and not italicized unless in the actual name of the magazine as in *Time* magazine.

malwareless
Always appears in lowercase as one word.

man-in-the-middle attack
Always appears in lowercase with hyphens.

Meterpreter
Should always appear capitalized.

Microsoft®
Must appear exactly as above in the first reference in any document. The Microsoft name can appear without the registered trademark symbol in subsequent references in the same document.

Microsoft Windows®
Must appear exactly as above in its first reference in any document. The term can appear as *Microsoft Windows* or as just *Windows* in subsequent references.

mission statement
Cylance's mission is to *protect everyone under the sun*.

movie titles
All movie titles will be italicized.

multi-national
Always appears in lowercase with a hyphen.

multi-platform
Always appears in lowercase with a hyphen.

multi-tenant
Always appears in lowercase with a hyphen.

nation state
The term *nation state* should always appear as two words without any hyphens, except when prefacing a term as a descriptor such as in *nation-state attack*.

next-gen
While not completely Cylance-specific, this is a common term Cylance uses to describe our technology. It is a shortened version of the descriptor *next-generation* in reference to our *next-generation antivirus*, *next-generation artificial intelligence*, *next-generation endpoint security*, *next-generation machine learning*, *next-generation solutions*, etc. This shortened version should always appear in lowercase with a hyphen unless in a headline or in title case.

next-generation
Always appears in lowercase with a hyphen when modifying the following word, as in *next-generation antivirus*, *next-generation artificial intelligence*, *next-generation endpoint security*, *next-generation machine learning*, *next-generation solutions*, etc. It is important to note the words *next generation* can appear together without a hyphen when used in a sentence such as in *CylancePROTECT is the next generation in antivirus software*.

non-compliance
Always appears in lowercase with a hyphen.

non-employees
Always appears in lowercase with a hyphen.

non-exempt
Always appears in lowercase with a hyphen.

numbers
Numbers one through nine should be spelled out when inline in a sentence as in *I have three apples*. Number symbols should be used for numbers 10 and over in a sentence as in *I have 10 apples*. Number symbols should be used for all numbers in percentages, addresses, and people's age, even inline in a sentence. Commas should be used in any number symbol over 999, as in *1,000*. Ordinals under ninth should *never* appear in their numeral-based format inline in copy. Instead, use: *first*, *second*, *third*, *fourth*, *fifth*, *sixth*, *seventh*, *eighth*, and *ninth*. Ordinals *10th* and above can appear in their numeral-based form inline in copy.

offline
Always appears in lowercase as one word when referencing the connected state of a system.

off-site
Always appears in lowercase with a hyphen.

onboarding
Always appears in lowercase as one word.

online
Always appears in lowercase as one word when referencing the connected state of a system.

on-premises
Should always appear as above in lowercase with a hyphen when addressing technology, personnel, or other items as being on-site. While quite often used incorrectly as *on-premise*, all refernces in Cylance materials should be *on-premises*.

on-site
Always appears in lowercase with a hyphen.

open source intelligence (OSINT) gathering
Should always appear as above in lower case unless referring to it specifically as a Cylance service, in which case, it can be capitalized, as in *Cylance Open Source Intelligence (OSINT) Gathering*. The *(OSINT)* should always appear following *intelligence*, and never after *gathering*.

Operation Dust Storm
Appears as three separate words with each first letter always capitalized.

OS
The acronym for operating system always appears as above, without periods or a slash. It should *never* appear as *O.S.* or *O/S*.

over-collecting / over-collection
Should appear in lowercase as above when referring to the process of over-collecting specific file types.

over 99%

Cylance's products have demonstrated an ability to stop over 99% of malware from executing in live demonstrations. We will designate this in marketing materials with the exact term *over 99%*.

part-time employee
Always appears in lowercase with a hyphen.

PCI-DSS
When citing both PCI and DSS together, they should appear as above with the hyphen separation.

percent
When citing a percentage, always use the *%* symbol, as in *99%* and never as *99 percent*.

phone number format
All Cylance phone numbers should appear in the format of *+CountryCode-AreaCode-PhoneNumber*. For U.S. numbers, this will be *+1-###-###-####*.

pickup
Should be in lowercase as one word when referring to the act of collecting a person or goods.

plugin
Always appears in lowercase as one word when referring to a computer plugin.

plural acronyms
Though it goes against AP style, plural acronyms will appear *without* an apostrophe, as in *APIs*. The apostrophe will only be added to show possession as in *the API's features*.

POC / POCs
The acronym for *proof of concept* will always appear as *POC*. It should never appear as *PoC*. The plural form will be *POCs* or *proofs of concept*.

point of sale system
Always appears in lowercase without hyphens. The approved acronym is *POS* as in *POS system*.

point of view
See *third-person point of view*.

popup
Always appears in lowercase as one word when referring to a popup item.

POS
The acronym for *point of sale system* will aways appear as *POS*. It should never appear as *PoS*.

possession
Please adhere to the following when adding possession to names and nouns. For singular proper names ending in *s*, use only an apostrophe, as in *Achilles' heal* or *Agnes' book*. For singular common nouns ending in *s*, add *'s* as in *the hostess's invitation* or *the witness's answer*.

potentially unwanted programs (PUPs)
Should always appear as above in lowercase with exact acronym in its first reference in any document.

PowerShell
Should always appear as above.

pre-execution
Always appears in lowercase with a hyphen when describing Cylance's capability to stop threats before they execute.

prevention-first EDR / prevetion-first endpoint detection and response
Should always appear with *prevention-first* hypehnated since it is describing *EDR* and *endpoint detection and response*.

prevention-first endpoint security
Should always appear with *prevention-first* hyphenated since it is describing *endpoint security*.

prevention-first security
Should always appear with *prevention-first* hyphenated since it is describing *security*.

problem-solving capabilities
Always appears in lowercase with hyphens when describing *capabilities* or other following word.

proof of concept / proofs of concept
Always appears in lower case without hyphens. The approved acronym is *POC*. The plural form will be *POCs* or *proofs of concept*.

Protect to Enable®
Must appear exactly as above in its first reference in any document. The term can appear without the registered trademark symbol in subsequent references throughout the same document. Please note the *to* is lowercase, though it would normally appear capitalized in standard Cylance title case.

PUPs
The acronym for potentially unwanted programs should always appear as above.

PUPZERO
Always appears exactly as above — as one word with all characters capitalized.

Python
Should always start with an uppercase P when referring to the programming language.

quad-core processor
Always appears in lowercase with *quad-core* hyphenated.

quotations
We will follow standard grammatical rules when it comes to quotations, but some items to note are:

- When quoting an individual who has spoken, we will follow the standard grammatical rules for citing quotations.
- When putting emphasis on a word or term, unless it is being spoken by someone who is cited specifically, we will use a single quote as in: *The threat actors were involved in 'ransomware-centric' attacks*. Use of single quote marks for emphasis should be limited as much as possible and only used when absolutely necessary.
- When using single or double quotes in any instance besides a direct quote, all punctuation marks will fall OUTSIDE the quotation marks as in: *When using the term 'real time', care should be given to only hyphenate the word when it describes the following word, as in 'real-time reporting'*.

ransomware
Should always appear in lowercase as one word.

ransomeware-as-a-service / RaaS
Should always appear in lowercase with hyphens in its spelled out version or the approved acronym style cited above.

in real time
When describing what our products do in real time, *real time* appears without a hyphen. It should only be hyphenated when describing the following word as in *real-time reporting*.

real-time
Should only be hyphenated when describing the following word as in *real-time reporting*. All other uses should be *real time* as in *Cylance monitors your endpoints in real time*.

re-brand / re-branding
Always appears in lowercase with a hyphen.

red team / Red Team
Always appears in lowercase as two words when describing a *red team* in general. Appears as a proper noun when referring to a particular named team or service as in *Cylance Red Team* or *Cylance Red Team Services*.

re-direct / re-directs
Always appears in lowercase with a hyphen when referring to re-directing in the computing sense.

registered trademark / trademark symbols
Each Cylance registered trademark and trademark name should carry one instance of the symbol in each document, next to the first use of the registered trademark or trademark in its exact form. The symbol should first appear in the header, then left-side highlight column if used, then in the body copy, and lastly in the footer. In any multiple column document, the symbol will appear first in the column furthest to the left. The current Cylance registered trademarks and trademarks are:
Cylance®
CylanceAPI™

CylanceINFINITY™
CylanceOPTICS™
Cylance Prevention Platform™
CylancePROTECT®
CylanceV™
Protect to Enable® (Owned by Malcolm Harkins)
SPEAR™
SPEAR Team™
ThreatZERO™

re-image / re-imaging
Always appears in lowercase with a hyphen when referring to the task of re-imaging an endpoint following a cyberattack.

relationship-building skills
Always appears in lowercase with hyphens when describing *skills* or other following word.

roadmap / roadmapping
Should always appear in lowercase as one word when referring to scheduling as part of a lengthy or complex development program.

rollout / rollouts
Always appears in lowercase and as one word when referring the a project or feature launch.

rollup
Always appears in lowercase and as one word when referring to a rollup window or other rollup feature in computing.

safelist / safelisted / safelisting
Should always appear in lowercase as one word.

security-as-a-service / SECaaS
Should always appear in lowercase with hyphens in its spelled out version or as the approved acronym *SECaaS*.

security operations center
Should always appear in lowercase unless preceeded by a company name.

sentence spacing
There should only be one space between sentences.

setup vs. set up
The single word *setup* functions as a noun, often relating to software, computers, or other electronic device. The single word *setup* will usually refer to a menu, instructions, or other item. The two-word use, *set up*, functions as a verb. *Set up* will usually refer to the process of setting something up.

short-term
Appears in lowercase with a hyphen when describing the following word as in *short-term disability*.

signin / signon
Should appear in lowercase as a single word when used in cases similar to login.

single-board computer
Always appears in lowercase with *single-board* hyphenated.

single-core processor
Always appears in lowercase with *single-core* hyphenated.

slash usage and spacing
See *forward slash usage and spacing*.

small and medium-sized businesses / small to medium-sided businesses
Always appears in lowercase as above with one hyphen.

small and midsize businesses
Always appears in lowercase as above without hyphens.

software-as-a-service / SaaS
Should always appear in lowercase with hyphens in its spelled out version or as the approved acronym *SaaS*.

SPEAR™ / SPEAR Team™
Must appear exactly in either format above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document. When explaining the acronym, the copy should read *Sophisticated Penetration, Exploitation, Analysis, and Response Team*.

spear phish / spear phishing
Always appears in lowercase as two words.

stakeholder
Always appears in lowercase as one word.

startup
Always appears in lowercase as one word.

superpower
Always appears in lowercase as one word when referencing a nation that is considered a *superpower*.

Symantec™
Always appears as above in its first reference in a document, then can appear without the trademark superscript in subsequent references.

team building
Always appears in lowercase as two words. Can be hyphenated when followed by a word the term is describing as in *team-building exercise*.

team-oriented attitude
Always appears in lowercase with a hyphen when describing *attitude* or other following word.

third-person point of view
All Cylance materials should be created in the third-person, referring to Cylance as *Cylance* and the audience as the *customer*, *business*, *enterprise*, *agency*, etc. The terms *our* and *we* should not be used in reference to Cylance and the terms *your* and *you* should not be used in reference to the audience. However, the second-person point of view, referring to the audience as *you* and *your* can be used in the call to action section of any materials.

ThreatZERO™ / ThreatZERO™ Services / ThreatZERO™ HUNT Services
Must appear exactly as above in its first reference in any document. The term can appear without the trademark symbol in subsequent references throughout the same document.

tiger team
Always appears in lowercase as two words.

time - Europe
All times displayed in European Cylance materials should be in the format: *HH:MM* in a 24-hour format, not using AM or PM. When citing a start and end time, a hyphen with spaces should be used: *HH:MM - HH:MM*. When this same instance appears inline in copy, the hyphen should be replaced with the word *to* as in *HH:MM to HH:MM* or *and* as in *between HH:MM and HH:MM*.

time - U.S.
All times displayed in U.S. Cylance materials should be in the format: *HH:MM XM*. When citing a start and end time, a hyphen with spaces should be used: *HH:MM XM - HH:MM XM*. When this same instance appears inline in copy, the hyphen should be replaced with the word *to* as in *HH:MM XM to HH:MM XM* or *and* as in *between HH:MM XM and HH:MM XM*.

timeline
Always appears in lowercase as a single word when referring to a timeline.

title case
As a rule, all words in title case will be capitalized with the exception of *a*, *an*, *and*, *at*, *but*, *by*, *for*, *from*, *in*, *into*, *nor*, *of*, *on*, *or*, *the*, *vs.*, and *with*, unless the word appears as the first word in the title. Each of these words should also never appear as the last word in a title. All other words should be capitalized in title case.

touchpoint
Should always appear in lowercase as one word.

Trend Micro™
Always appears as above in its first reference in a document, then can appear without the trademark superscript in subsequent references.

trojan / trojans
Always appears in lowercase in reference to malware.

two-factor
Should always appear in lowercase with a hyphen and spelled as above when describing the following word. It should never appear as *2-factor* or *twofactor*.

two-step
Should always appear in lowercase with a hyphen and spelled as above when describing the following word. It should never appear as *2-step* or *twostep*.

U.K.
Always appears with periods in every instance.

U.S.
Always appears with periods in every instance.

U.S. federal government
Always appears as above.

U.S. Government
Always appears as above.

unbiased
Always appears in lowercase as one word without a hyphen.

Unicode
Always appears as above.

unpatched
While not recognized widely outside of software circles, unpatched correctly refers to a system that has not had the latest software patches installed.

VirusTotal / www. virustotal.com / VirusTotal website
VirusTotal *should not* be referred to in public-facing Cylance documents, though we do use the site in demonstrations and refer to the site verbally. We do not cite the company's name publicly in documentation based on an agreement we made with the company in 2015. If the name is used in internal documentation, it should appear as *VirusTotal*.

vs.
Always appears in lowercase with a period.

webinar
Always appears in lowercase as one word.

webpage
Always appears in lowercase as one word.

website
Always appears in lowercase as one word.

white-box testing
Always appears in lowercase as with *white-box* hyphenated.

whitelist / whitelisting
Always appears in lowercase as a single word.

white paper
Always appears in lowercase as two words.

Wi-Fi
Always appears as above.

world-class
Should always appear in lowercase with a hyphen when used as a descriptor of the following word or term.

years (decades)
When showing decades, use the full four-digital year followed by an s as in *1960s*. Do not use an apostrophe unless you need show possession, as in *1960's music*.

zero-day
Always appears in lower case with a hyphen. It should *never* appear as *0-day* or *zero day*.

zip file
Unless referring to the exact file extension, *.ZIP* or *.zip*, the term *zip file* should appear as above.

Cylance Company Descriptions

The following are approved company descriptions of varying length. Feel free to copy and paste these descriptions and send to vendors requiring a description of our company:

30-word

Cylance® uses artificial intelligence to deliver prevention-first, predictive security products and specialized security services that change the way businesses, governments, and end-users approach endpoint security. Visit www.cylance.com or call +1-877-973-3336.

50-word

Cylance® uses artificial intelligence to deliver prevention-first, predictive security products and specialized services that change how organizations approach endpoint security. Cylance's security solutions combine AI driven predictive prevention with dynamic threat detection and response to deliver consistent protection and visibility across the enterprise. Visit www.cylance.com or call +1-877-973-3336 for information.

75-word

Cylance® uses artificial intelligence to deliver prevention-first, predictive security products and specialized services that change how organizations approach endpoint security. Cylance's security solutions provide full spectrum threat prevention and visibility across the enterprise, including application and script control, memory protection, device policy enforcement, consistent visibility for root cause analysis, threat hunting, automated threat detection and response, and expert services protecting endpoints without increasing staff workload or costs. Visit www.cylance.com or call +1-877-973-3336 for information.

100-word

Cylance® uses artificial intelligence to deliver prevention-first, predictive security products and specialized security services that change how organizations approach endpoint security. Cylance's security solutions provide full spectrum predictive threat prevention and visibility across the enterprise, combatting threats such as malware, ransomware, fileless malware, malicious scripts, weaponized docs, and other attack vectors. With AI based malware prevention, application and script control, memory protection, device policy enforcement, root cause analysis, threat hunting, automated threat detection and response, coupled with expert security services, Cylance can protect endpoints without increasing staff workload or costs. Visit www.cylance.com or call +1-877-973-3336 for information.

150-word

Cylance® uses artificial intelligence to deliver prevention-first, predictive security products and specialized security services that change how organizations approach endpoint security. Cylance's security solutions provide full spectrum predictive threat prevention and visibility across the enterprise without requiring signatures or streaming data to the cloud. Cylance delivers malware prevention powered by artificial intelligence, application and script control, memory protection, device policy enforcement, root cause analysis, and threat hunting, combatting threats such as malware, ransomware, fileless malware, malicious scripts, weaponized docs, and other attack vectors, no matter where the endpoint resides. Augmenting Cylance's prevention capabilities is an automated endpoint detection and response component that automatically detects and responds to hard-to-find threats across the enterprise using existing resources, which reduces the workload on security analysts without increasing costs. Cylance can protect endpoints without increasing staff workload or costs. Visit www.cylance.com or call +1-877-973-3336 for information.

200-word

Cylance® uses artificial intelligence to deliver prevention-first, predictive security products and specialized security services that change how organizations approach endpoint security. Cylance's security solutions provide full spectrum predictive threat prevention and visibility across the enterprise without requiring signatures or streaming data to the cloud. Cylance delivers malware prevention powered by artificial intelligence, application and script control, memory protection, device policy enforcement, root cause analysis, and threat hunting, combatting threats such as malware, ransomware, fileless malware, malicious scripts, weaponized docs, and many other attack vectors, no matter where the endpoint resides.

Augmenting Cylance's prevention capabilities is an automated endpoint detection and response component that automatically detects and responds to hard-to-find threats across the enterprise using existing resources, reducing the workload on security analysts without increasing costs. The combination of predictive threat prevention, detection, response, and expert security services allows Cylance to protect endpoints without increasing staff workload or costs.

Cylance's Consulting Services provide pre-attack penetration and vulnerability testing, compromise assessments, and post-attack incident response. Cylance specializes in securing critical infrastructure and key resources for education, energy, financial services, government, healthcare, heavy industry, oil, gas, retail, technology, and other industries. Visit www.cylance.com or call +1-877-973-3336 for more information.

300-word

Cylance® uses artificial intelligence to deliver prevention-first, predictive security solutions that change how organizations, governments, and end-users approach endpoint security. Cylance's security solutions combine AI driven predictive prevention with dynamic threat detection and response to deliver full spectrum threat prevention and threat visibility across the enterprise.

The next generation antivirus product, CylancePROTECT®, delivers industry leading malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to prevent successful cyberattacks. Without the use of signatures or the need to stream data to the cloud, CylancePROTECT combats common threats such as malware, ransomware, fileless malware, malicious scripts, weaponized docs, and many other attack vectors, no matter where the endpoint resides. With unmatched effectiveness, ease of use, and minimal system impact, CylancePROTECT is the best way to prevent both known and unknown attacks before they can execute.

Augmenting CylancePROTECT prevention, CylanceOPTICS™ is an endpoint detection and response (EDR) component that enables easy root cause analysis, threat hunting and automated threat detection and response. Unlike other EDR products that require organizations to make significant investment in on-premises infrastructure and/or stream data to the cloud continuously, and employ highly skilled security resources, CylanceOPTICS is designed to automate the threat detection and response tasks using existing resources, reducing the workload on security analysts without increasing costs.

The combination of predictive threat prevention, detection, response, and expert services allows Cylance to protect your endpoints without increasing staff workload or costs.

Cylance's Consulting Services provide pre-attack penetration and vulnerability testing, compromise assessments, and post-attack incident response. Cylance specializes in securing critical infrastructure and key resources for education, energy, financial services, government, healthcare, heavy industry, oil, gas, retail, technology, and other industries. Visit www.cylance.comor call +1-877-973-3336 for more information.

CylancePROTECT Descriptions

The following are approved descriptions of varying length that focus specifically on our CylancePROTECT product. Feel free to copy and paste these descriptions and send to vendors requiring a description of this product:

30-word

CylancePROTECT® delivers industry-leading malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to identify and prevent threats before they can execute.

50-word

CylancePROTECT® delivers malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to prevent successful cyberattacks. With unmatched effectiveness, ease of use, and minimal system impact, CylancePROTECT protects endpoints without increasing cost or workload. Visit www.cylance.com or call +1-877-973-3336 for information.

75-word

CylancePROTECT® delivers industry-leading malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to prevent successful cyberattacks. Without the use of signatures or the need to stream data to the cloud, CylancePROTECT delivers protection against common threats such as malware, ransomware, fileless malware, malicious scripts, weaponized docs, and many other attack vectors, no matter where the endpoint resides. Visit www.cylance.com or call +1-877-973-3336 for more information.

100-word

CylancePROTECT® delivers industry-leading malware prevention powered by artificial intelligence, combined with application and script control, memory protection, and device policy enforcement to prevent successful cyberattacks. Without the use of signatures or the need to stream data to the cloud, CylancePROTECT delivers protection against common threats such as malware, ransomware, fileless malware, malicious scripts, weaponized docs, and many other attack vectors, no matter where the endpoint resides. With unmatched effectiveness, ease of use, and minimal system impact, CylancePROTECT is the best way to prevent both known and unknown attacks before they can execute. Visit www.cylance.com or call +1-877-973-3336 for more information.

CylancePROTECT Memory Protection Description

The following is an approved description that focuses specifically on CylancePROTECT's memory protection feature. Feel free to copy and paste this description and send to vendors requiring a description of this feature:

CylancePROTECT's memory protection abilities are similar to those found in modern host intrusion prevention systems, but without the configuration complexity. In many breach events, a benign process is initially exploited by malicious payload code. The most common incidents involve a user browsing to a malicious website or a user executing a malicious document.

When this occurs, the attacker's payload code executes in the memory of the browser or application without attempting to create or execute a new malicious executable. When deployed on servers, CylancePROTECT's memory protection capabilities prevent the exploitation of many of the most common classes of these vulnerabilities. Visit www.cylance.com or call +1-877-973-3336 for more information.

CylancePROTECT Application Control Description

The following is an approved description that focuses specifically on CylancePROTECT's application control feature. Feel free to copy and paste this descriptions and send to vendors requiring a description of this feature:

CylancePROTECT's application control feature is the industry's first to use a predictive mathematical model to only permit good applications to be whitelisted during installation or update. CylancePROTECT's application control enables administrators to achieve a high degree of security without continuous management overhead, productivity impact, and the mistakes made when pressed to quickly make decisions about the safety of applications.

Traditional antivirus products use a blacklisting approach that allows all applications to run unless they are known to be malicious. CylancePROTECT's application control reverses this paradigm, only allowing execution of code that is on a whitelist of known good applications. Visit www.cylance.com or call +1-877-973-3336 for more information.

CylancePROTECT Script Control Description

The following is an approved description that focuses specifically on CylancePROTECT's script control feature. Feel free to copy and paste this description and send to vendors requiring a description of this feature:

CylancePROTECT's script control feature determines if scripts are good or bad by building a sample of scripts while running in alert mode, letting customers know in real time when a script is about to execute so they can choose whether or not to allow the script to run.

IT administrators can choose a combination of safelisting options to simplify future scanning of scripts and ongoing maintenance, including allowing signed scripts to be determined by an administrator, or placing safelisted scripts in an exclusion folder. CylancePROTECT's script control addresses a growing attack vector that was a blind spot for predictive models. Visit www.cylance.com or call +1-877-973-3336 for more information.

CylanceOPTICS Descriptions

The following are approved descriptions of varying length that focus specifically on our CylanceOPTICS product. Feel free to copy and paste these descriptions and send to vendors requiring a description of this product:

30-word

CylanceOPTICS™ is an EDR solution that extends the threat prevention delivered by CylancePROTECT® by using artificial intelligence to prevent security incidents. Visit www. cylance.com or call +1-877-973-3336 for more information.

50-word

CylanceOPTICS™ is an EDR solution that extends the threat prevention delivered by CylancePROTECT® by using artificial intelligence to prevent security incidents. CylanceOPTICS provides true AI incident prevention, root cause analysis, smart threat hunting, and automated detection and response capabilities. Visit www. cylance.com or call +1-877-973-3336 for more information.

75-word

CylanceOPTICS™ is an EDR solution that extends the threat prevention delivered by CylancePROTECT® by using artificial intelligence to prevent security incidents. CylanceOPTICS provides true AI incident prevention, root cause analysis, smart threat hunting, and automated detection and response capabilities. Unlike other EDR products, CylanceOPTICS and it's true AI incident prevention are designed to run on endpoints. This lightweight architecture means organizations can adopt EDR capabilities affordably. Visit www. cylance.com or call +1-877-973-3336 for more information.

100-word

CylanceOPTICS™ is an EDR solution that extends the threat prevention delivered by CylancePROTECT® by using artificial intelligence to prevent security incidents. CylanceOPTICS provides true AI incident prevention, root cause analysis, smart threat hunting, and automated detection and response capabilities. Unlike other EDR products that require significant investment in on-premises infrastructure or force an organization to stream data continuously to a cloud environment for storage and analysis, CylanceOPTICS and it's true AI incident prevention are designed to run on the endpoint. This lightweight architecture means organizations can adopt EDR capabilities affordably. Visit www. cylance.com or call +1-877-973-3336 for more information.

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